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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/373,625	08/13/1999	DANIEL D. GRANGER	7791-0085-5	2781

22850 7590 12/09/2004

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ALEXANDRIA, VA 22314

EXAMINER
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NGUYEN, NGA B

ART UNIT	PAPER NUMBER
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3628

DATE MAILED: 12/09/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

**Application No.**

09/373,625

**Applicant(s)**

GRANGER ET AL.

**Examiner**

Nga B. Nguyen

**Art Unit**

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 16 July 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-8, 10-18, 20-24, 26-40, 42-57, 60-63 and 65-73 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-8, 10-18, 20-24, 26-40, 42-57, 60-63, and 65-73 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- \* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date 10/5/04.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_.

**DETAILED ACTION**

1. This Office Action is in response to the response filed on July 16, 2004, which papers has been placed of record in the file.
2. Claims 1-8, 10-18, 20-24, 26-40, 42-57, 60-63, and 65-73 are pending in this application.

***Response to Arguments/Amendment***

3. Applicant's arguments with respect to claims 1-8, 10-18, 20-24, 26-40, 42-57, 60-63, and 65-73 have been fully considered but are moot in view of new grounds of rejection.

***Claim Rejections - 35 USC § 103***

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1, 3-7, 10-14, 17, 18, 20-24, 26-29, 34-40, 42-45, 49-57, 60, and 61 are rejected under 35 U.S.C. 103(a) as being unpatentable over Park, U.S. Patent No. 5,627,549 in view of Stewart, U.S. Patent No. 5,835,061, and further in view of Tracy et al (hereinafter Tracy), U.S. Patent No. 5,979,757.

Regarding to claim 1, Park discloses an in-vehicle promotions system installed in a vehicle, comprising:

a position receiver configured to provide automatically detected position data for said vehicle thereby monitoring a position of said vehicle in relation to a commercial entity (figure 2, item 80 and column 5, lines 10-17; the GPS receiver 80);

a controller connected to said receiver (figure 2, item 60 and column 5, lines 17-20; microprocessor 60);

a wireless communications connected to said controller device and configured to receive promotional information and (column 3, lines 35-48; the Gaskill paging system uses FM radio signal); and

an interior display configured to be installed in an interior of said vehicle and connected to controller (figure 2, item 100 and column 5, lines 20-32; the display 100).

wherein controller outputs said promotional information to said interior display based on said position data indicating that said vehicle is in a predetermined position in relation to said commercial entity (column 5, lines 20-32; column 6, lines 3-15 and figure 3).

Park does not disclose a wireless communications device configured to transmit identity information identifying a person associated with the vehicle and to receive promotional information targeted for the person based on a purchase history of the person. However, Stewart discloses a wireless communications device configured to transmit identity information identifying a person associated with the wireless communications device and to receive promotional information targeted for the person

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based on a purchase history of the person (column 5, lines 40-55; the mobile unit 5 transmit the identification number of the mobile unit 5, the AP 10 thereby identifying both the user and his location to the network; column 7, lines 5-20; column 6, line 50-column 7, line 5; the service providers 20 extract data from past transactions for each of user in order to provide corresponding services for new transactions). Moreover, Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Stewart for the purpose of accurately targeting selected customers for improved strategic product promotional plans.

Moreover, Park does not disclose automatically outputting said promotional information to said interior display. However, Tracy discloses automatically outputting said promotional information to said interior display (column, lines; automatically outputting the promotional information to the display of the portable terminal 70). Moreover, Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Tracy for the purpose of more convenient for the user to receive promotional information because the promotional information is automatically display, thus the user does not need to select any button for display promotional information.

Regarding to claim 3, Park further discloses receiver comprises one of a GPS receiver and a Loran receiver (figure 2, item 80).

Regarding to claim 4, Park further discloses wireless communications device comprises one of a radio modem, a cellular modem and pager transceiver (column 3, lines 42-48).

Regarding to claim 5, Park further discloses a memory connected to controller having a lookup table linking a position of vehicle with a storage location of promotions information (column 6, lines 55-65).

Regarding to claim 6, Park further discloses means for updating memory (column 10, lines 36-42).

Regarding to claim 7, Park further discloses memory comprises a promotions information storage area (column 7, lines 1-10).

Regarding to claim 10, Park further discloses means for storing information linking a zone with promotions information; and controller retrieving promotions information associated with zone based upon vehicle entering zone (figure 1 and column 5, lines 20-55).

Regarding to claim 11, Park further discloses means for storing information linking a zone proximate to a store with promotions information associated with the store (column 5, lines 20-55).

Regarding to claim 12, Park further discloses controller displaying promotions information associated with zone only after vehicle enters zone (column 5, lines 20-55).

Regarding to claim 13, Park further discloses means for storing information linking promotions information with a business entity; and controller retrieving

promotions information associated with business entity based upon a user request for information related to business entity (figure 3 and column 10, lines 25-35).

Regarding to claim 14, Park further discloses means for storing information linking a zone with promotions information (column 5, lines 20-55); and controller retrieving promotions information associated with zone based upon a user request for information related to business entity (column 6, lines 41-55).

Regarding to claim 17, Park further discloses controller comprises means for logging activity related to display of promotions information (column 4, lines 47-53).

Regarding to claims 18, 21, Stewart discloses a store and a host system wirelessly linked with wireless communications device, store system comprising: a second wireless communications device; a store controller connected to second wireless communications device; store controller providing automatic promotional benefits to identified persons (column 3, lines 45-63; the access point (AP) 10 communicates with the mobile unit 5 in a wireless manner, the AP 10 would be equipped with an appropriate transmitter and receiver compatible in power and frequency range to establish such a wireless communication link). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's adopt the teaching of Stewart above for the purpose of providing promotional benefits to the user.

Regarding to claim 20, Park further discloses controller is further adapted to communicate to store controller an indication of promotion displayed on display (column 6, lines 4-16).

Regarding to claim 22, Park further discloses receiver is adapted to output a position of vehicle to controller; controller comprises means for retrieving promotions information from host system based upon position (figure 2, GPS 80, microprocessor 60).

Regarding to claim 23, Park further discloses a memory connected to controller storing information linking position and a storage location of corresponding promotions information; controller comprises means for automatically retrieving from host system updated information linking position and location of corresponding promotion information (column 6, lines 55-65).

Regarding to claim 24, Stewart further discloses a store controller in communication with second controller, store controller provides automatic promotional benefit to identified persons (column 4, lines 48-55; the AP communicates with the rental car agency, hotel, etc.). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made modify Park's to adopt the teaching of Stewart above for the purpose of providing promotional benefit to the user.

Regarding to claim 26, Park further discloses controller further communicates to store controller an indication of promotion displayed on display (column 5, lines 25-30).

Regarding to claim 27, Park further discloses means for storing at least one of position data corresponding to a position of a store with which promotions data is associated and identification data identifying store (see figure 3).

Regarding to claim 28, Park further discloses means for retrieving promotions data based upon at least one of position data and identification data (column 10, lines 25-35).

Regarding to claim 29, Park discloses an in-vehicle promotions system installed in a vehicle, comprising:

- an RF transmitter and an RF receiver configured to receive transmitted promotions information (column 3, lines 35-67; the Gaskill paging system);

- a controller connected to receiver (figure 2, item 60 and column 5, lines 17-20; microprocessor 60);

- a device configured to monitor a position of said vehicle in relation to a commercial entity (figure 2, item 80 and column 5, lines 10-17; the GPS receiver 80);

and

- an interior display configured to be installed in an interior of vehicle and connected to controller where controller caused promotions information to be displayed on interior display based on an automatically detected position of said vehicle which indicates that the vehicle is in a predetermined position with respect to the commercial entity (figure 2, item 100; column 5, lines 20-32; column 6, lines 3-15 and figure 3).

Park does not disclose an RF transmitter configured to transmit identity information identifying a person associated with the vehicle and the RF receiver configured to receive promotional information targeted for the person based on a purchase history of the person. However, Stewart discloses a wireless communications device configured to transmit identity information identifying a person associated with

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the wireless communications device and to receive promotional information targeted for the person based on a purchase history of the person (column 5, lines 40-55; the mobile unit 5 transmit the identification number of the mobile unit 5, the AP 10 thereby identifying both the user and his location to the network; column 7, lines 5-20; column 6, line 50-column 7, line 5; the service providers 20 extract data from past transactions for each of user in order to provide corresponding services for new transactions).

Moreover, Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Stewart for the purpose of accurately targeting selected customers for improved strategic product promotional plans.

Moreover, Park does not disclose automatically outputting said promotional information to said interior display. However, Tracy discloses automatically outputting said promotional information to said interior display (column, lines; automatically outputting the promotional information to the display of the portable terminal 70).

Moreover, Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Tracy for the purpose of more convenient for the user to receive promotional information because the promotional information is automatically display, thus the user does not need to select any button for display promotional information.

Regarding to claims 34, 36, 40, Stewart discloses a host system which comprises: a second controller; and RF transmitter for transmitting said promotions information to said FRF receiver and a promotions information storage device

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connected to the second controller; RF transmitter is located in a store and has a transmitting range proximate to store (column 3, lines 45-63; the access point (AP) 10 communicates with the mobile unit 5 in a wireless manner, the AP 10 would be equipped with an appropriate transmitter and receiver compatible in power and frequency range to establish such a wireless communication link). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's adopt the teaching of Stewart above for the purpose of providing promotional benefits to the user.

Regarding to claim 35, Park further discloses means for updating storage device (column 9, lines 33-47).

Regarding to claim 37, Park further discloses RF receiver receiving promotions information upon vehicle entering range (figure 1).

Regarding to claim 38, Park further discloses promotions information is displayed in response to information provided by a user request (column 10, lines 25-35).

Regarding to claim 39, Park further discloses a wireless communications device installed in vehicle and connected to controller (see figure 4). Stewart discloses a store system wirelessly linked with wireless communications device (column 3, lines 45-63; the access point (AP) 10 communicates with the mobile unit 5 in a wireless manner, the AP 10 would be equipped with an appropriate transmitter and receiver compatible in power and frequency range to establish such a wireless communication link). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention

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was made to modify Park's adopt the teaching of Stewart above for the purpose of providing promotional benefits to the user.

Regarding to claim 42, Stewart further discloses a store controller in communication with second controller, store controller provides automatic promotional benefit to identified persons (column 4, lines 48-55; the AP communicates with the rental car agency, hotel, etc.). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made modify Park's to adopt the teaching of Stewart above for the purpose of providing promotional benefit to the user.

Regarding to claim 43, Park discloses a method of displaying promotions information in a vehicle, comprising:

storing data corresponding to promotions information in vehicle (column 6, lines 55-65);

monitoring a position of said vehicle in relation to a store with which the promotions information is associated (column 5, lines 33-55); and

displaying data on an interior display after it is automatically detected by said monitoring step that said vehicle comes within a defined proximity to a store with which promotions information is associated (column 5, lines 20-32).

Park does not disclose transmitting identifying information identifying a person associated with said vehicle and promotions information targeted for said person based on a purchase history of said person. However, Stewart discloses a wireless communications device configured to transmit identity information identifying a person associated with the wireless communications device and to receive promotional

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information targeted for the person based on a purchase history of the person (column 5, lines 40-55; the mobile unit 5 transmit the identification number of the mobile unit 5, the AP 10 thereby identifying both the user and his location to the network; column 7, lines 5-20; column 6, line 50-column 7, line 5; the service providers 20 extract data from past transactions for each of user in order to provide corresponding services for new transactions). Moreover, Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Stewart for the purpose of accurately targeting selected customers for improved strategic product promotional plans.

Moreover, Park does not disclose automatically displaying said promotional information to said interior display. However, Tracy discloses automatically displaying said promotional information to said interior display (column, lines; automatically outputting the promotional information to the display of the portable terminal 70). Moreover, Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Tracy for the purpose of more convenient for the user to receive promotional information because the promotional information is automatically display, thus the user does not need to select any button for display promotional information.

Regarding to claim 44, Park further discloses updating data (column 9, lines 18-32).

Regarding to claim 45, Park further discloses storing data linking a position of vehicle with promotions information; monitoring position of vehicle; and displaying data

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corresponding to promotions information using data linking position and promotions information after position of vehicle is within defined proximity to store (column 5, line 20-column 6, line 15).

Regarding to claim 49, Park further discloses defining a zone proximate to store; determining a position of vehicle; comparing position with zone; and determining whether to display data based upon comparison (column 5, lines 20-55).

Regarding to claim 50, Park further discloses monitoring a position of vehicle using one of a GPS system and a Loran system (column 4, lines 12-34).

Regarding to claim 51, Park further discloses transmitting data from store, and receiving data in vehicle (column 6, lines 4-16).

Regarding to claim 52, Park further discloses providing to said person an automatic promotional benefit correspond to said data (column 5, lines 20-32).

Regarding to claim 53, Stewart discloses transmitting data from a host system; and receiving data in vehicle (column 3, lines 45-63; the access point (AP) 10 communicates with the mobile unit 5 in a wireless manner, the AP 10 would be equipped with an appropriate transmitter and receiver compatible in power and frequency range to establish such a wireless communication link). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's adopt the teaching of Stewart above for the purpose of providing promotional benefits to the user).

Regarding to claim 54, Park further discloses using data stored in vehicle for a predetermined period of time; and updating data with updated data transmitted from host (column 9, lines 18-32);

Regarding to claim 55, Park further discloses automatically updating data with updated data (column 9, lines 33-47).

Regarding to claim 56, Park further discloses storing at least one of position data relating to a position of store and identification data identifying store; displaying data corresponding to promotions information based upon at least one of position data and identification data (column 8, line 52-column 9, line 5).

Regarding to claim 57, Park further discloses retrieving data corresponding to promotions information based upon at least one of position data and identification data (column 6, lines 4-16).

Regarding to claim 60, Park discloses a method of distributing promotions information, comprising:

forming a database of promotions information of at least one store (column 6, lines 55-65);

wirelessly distributing data corresponding to promotions information to a vehicle (column 4, lines 20-34);

monitoring a position of said vehicle in relation to a store (column 5, lines 33-55);

displaying on interior display data to occupant of vehicle after it is automatically detected by said monitoring step that said vehicle comes within a defined range of store (column 6, lines 4-15).

Park does not disclose communicating to said store identifying information identifying a person associated with said vehicles and promotional information targeted for the person based on a purchase history of the person. However, Stewart discloses a wireless communications device configured to transmit identity information identifying a person associated with the wireless communications device and promotional information targeted for the person based on a purchase history of the person (column 5, lines 40-55; the mobile unit 5 transmit the identification number of the mobile unit 5, the AP 10 thereby identifying both the user and his location to the network; column 7, lines 5-20; column 6, line 50-column 7, line 5; the service providers 20 extract data from past transactions for each of user in order to provide corresponding services for new transactions). Moreover, Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Stewart for the purpose of accurately targeting selected customers for improved strategic product promotional plans.

Moreover, Park does not disclose automatically displaying said promotional information to said interior display. However, Tracy discloses automatically displaying said promotional information to said interior display (column, lines; automatically outputting the promotional information to the display of the portable terminal 70). Moreover, Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Tracy for the purpose of more convenient for the user to receive promotional information because the

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promotional information is automatically display, thus the user does not need to select any button for display promotional information.

Regarding to claim 61, Park further discloses displaying data only after vehicle comes within a defined range of store (column 6, lines 4-15).

6. Claims 65-73 are rejected under 35 U.S.C. 103(a) as being unpatentable over Park, U.S. Patent No. 5,627,549 in view of Stewart, U.S. Patent No. 5,835,061.

Regarding to claim 65, Park discloses an in-vehicle promotions system installed in a vehicle, comprising:

a position receiver configured to monitor a position of said vehicle in relation to a commercial entity (figure 2, item 80 and column 5, lines 10-17; the GPS receiver 80);

a wireless communication device configured to receive promotional information from said commercial entity (column 3, lines 35-48; the Gaskill paging system uses FM radio signal);

a controller coupled to said position receiver and said wireless communications device and configured to process said promotional information for display when said controller determined that said vehicle is within the proximity to said commercial entity (figure 2, item 60 and column 5, lines 17-20; microprocessor 60); and

an interior display configured to be installed in an interior of said vehicle and connected to said controller, said interior display configured to display said promotional information (figure 2, item 100 and column 5, lines 20-32; the display 100).

Park does not disclose the commercial entity having a predetermined proximity zone assigned thereto. However, Stewart discloses the commercial entity having a

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predetermined proximity zone assigned thereto (figure 1, the information provider 20 having an access point (AP) 10 assigned thereto; column 6, lines 23-27; an access point location is defined as a particular hotel; column 8, lines 15-18; the user accessing a network through an access point in a hotel may be provide information about promotions offered by that hotel). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Stewart for the purpose of assigning a predetermined proximity zone for each commercial entity, thus the user can receive promotional information when the vehicle is in the a predetermined zone of the commercial entity.

Regarding to claim 66, Park further discloses wherein said position receiver comprises a first receiver dedicated to monitoring a position of said vehicle, and said wireless communications device comprises a second receiver dedicated to receiving said promotional information from the commercial entity (figure 2, item 80 and column 5, lines 10-17; the GPS receiver 80; column 3, lines 35-48; the Gaskill paging system uses FM radio signal).

Regarding to claim 67, Park further discloses wherein said first receiver comprises at least one of a GPS or a LORAN receiver (figure 2, item 80 and column 5, lines 10-17; the GPS receiver 80).

Regarding to claim 68, Park further discloses wherein said second receiver comprises an RF receiver (column 3, lines 35-40; radio signal receiver 62).

Regarding to claims 69-72, Stewart further discloses a memory storing a lookup table of data identifying the commercial entity in association with data defining said

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predetermined proximity zone, wherein said controller is configured to: monitor said first receiver to determine a position of said vehicle, and compare said position of said vehicle to said lookup table to determine that said vehicle is within the predetermined proximity zone assigned to said commercial entity (column 6, lines 10-27; the memory MIB 25 storing a directory of all the APs; column 4, lines 8-20); said position receiver and said wireless communications device comprise a single receiver configured to receive said promotions through a wireless signal from said commercial entity, said wireless signal having a limited transmission range corresponding to said predetermined proximity zone assigned to said commercial entity; wherein said single receiver comprises an RF receiver (column 5, lines 22-30; the mobile unit 5 is a single receiver); wherein said controller determines that said vehicle is within the predetermined proximity zone assigned to said commercial entity by monitoring said single receiver to determine if said wireless signal having a limited range has been received by said single receiver (column 4, lines 8-20). Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's to adopt the teaching of Stewart for the purpose of assigning a predetermined proximity zone for each commercial entity, thus the user can receive promotional information when the vehicle is in the a predetermined zone of the commercial entity.

Regarding to claim 73, Park and Stewart do not disclose wherein said predetermined proximity zone assigned to a commercial entity comprises a zone corresponding to a parking lot of the commercial entity, and said controller is configured

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to process said promotional information for display when said controller determines that said vehicle is within the parking lot. However, it is well known and obvious to include the parking lot of the commercial entity in predetermined proximity zone assigned to the commercial entity. Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to include the feature above with the system of Park modified by Stewart for the purpose of providing promotional information to the user when the vehicle is in the a predetermined zone of the commercial entity.

7. Claims 2, 8, 15, 16, 30-33, 46-48, 62, and 63 are rejected under 35 U.S.C. 103(a) as being unpatentable over Park, U.S. Patent No. 5,627,549 in view of Stewart, U.S. Patent No. 5,835,061 and Tracy et al (hereinafter Tracy), U.S. Patent No. 5,979,757, and further in view of Malackowski et al (hereinafter Malackowski), U.S. Patent No. 5,867,780.

Regarding to claims 2, 8, 15, 16, 30-33, 46-48, 62, and 63, Park does not disclose a printer connected to controller for printing coupon information and touch screen display. However, Malackowski discloses a printer connected to controller for printing coupon information (column 9, lines 15-25). Moreover, touch screen display are old and well-known in the art. Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Park's modified by Stewart and Tracy to include the features above for the purpose of allowing the user to print out the coupon information and providing more convenient to the user when using touch screen input instead of keypad input.

***Conclusion***

8. Claims 1-8, 10-18, 20-24, 26-40, 42-57, 60-63, and 65-73 are rejected.
9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to examiner Nga B. Nguyen, whose telephone number is (703) 306-2901. The examiner can normally be reached on Monday-Friday from 9:30 AM-6:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hyung S. Sough, can be reached on (703) 308-0505.

10. **Any response to this action should be mail to:**

Commissioner of Patents and Trademarks  
c/o Technology Center 2700  
Washington, D.C. 20231

**or faxed to:**

(703) 308-9051, (for formal communications intended for entry)

**or:**

(703) 872-9326 (for informal or draft communications, please

label

"PROPOSED" or "DRAFT")

Hand-delivered responses should be brought to Crystal Park II,  
2121 Crystal Drive, Arlington.  
VA., Sixth Floor (Receptionist).

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Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703)305-3900.

Nga B. Nguyen

A handwritten signature in cursive script, appearing to read "Nga B. Nguyen".

November 10, 2004